



Economic Development Meeting Minutes

Tuesday, March 8th 2022 ❖ 7:00 pm

Viget Offices 105 W Broad St, Falls Church VA

1. **Call to Order**
2. **Reading of Virtual Meeting Notice**
3. **Roll Call:**

EDA Members Present: Jim Coyle, Sandra Kiersz, Chair Bob Young, Vice Chair Brian Williams, Matthew Quinn, Edward Saltzberg, Ross Litkenhous

Student Liaisons Absent: Rex Crespin, Miles Pierre, Alex Lacroix

City Staff Present: Jim Snyder, Val Weiner, Becky Witsman, Cindy Mester, Wyatt Shields

Public attendees: Letty Hardi, Phil Duncan, Mayor Tarter

4. **Approval of March 1st Meeting Minutes:**

<https://www.fallschurchva.gov/DocumentCenter/View/15871/DRAFT-Economic-Development-March-1-Meeting-Minutes>

Jim Coyle motioned to approve the March 1 minutes, seconded by Sandy Kiersz. Unanimous approval.

5. **Approval of updated Electronic Participation Policy:**

<https://www.fallschurchva.gov/DocumentCenter/View/15870/March-2022-EDA-policy-template-for-boards-and-commissions-electronic-participation>

Jim Coyle motioned to approve temporary resolution 22-01 updated electronic participation policy, seconded by Ross Litkenhous.

Resolution 22-01 ____

Whereas, the members of the Economic Development Authority of the City of Falls Church, Virginia serve in that capacity [on a volunteer basis] at the same time they hold other jobs and have other obligations; and

Whereas, Virginia Code section 2.2-3708.2 permits members of public bodies to participate in the meetings of those bodies from remote locations that are not open to the public, through electronic means, and on a limited basis; and



Whereas the Economic Development Authority finds that it is important for all members of Economic Development Authority to participate in Economic Development Authority meetings to the maximum extent possible, to represent the citizens of the City.

Now, therefore, the Economic Development Authority of the City of Falls Church, Virginia adopts the attached “CITY OF FALLS CHURCH Economic Development Authority POLICY ON PARTICIPATION IN MEETINGS THROUGH ELECTRONIC MEANS.”

6. Start of Economic Development Authority Retreat:

• 2021 Year in Review

Included a prioritization matrix of the EDA work items as staff by EDO and divided into four slides according to high/low effort and high/low impact.

Major projects of high impact and high effort included:

- Affordable Housing and acquisition of 302 Shirley Street in Virginia Village
- The Wayfinding signage project
- The EDA’s request for federal American Recovery Plan Act monies on behalf of small businesses and
- Implementation of an ARPA small business grant program to aid City businesses in recovering from COVID

Quick Wins accomplished with medium/low effort that result in high impact for the community:

- Projects enabled by new part-time marketing staff support
- Tinner Hill pedestrian maps
- Fiscal impact model update

Fill-in Projects accomplished with low effort and medium impact

- Work with Kaiser on City trash cans and parking signage
- RFQ for Street Light Pole Planters and Watering

Projects to avoid that required high effort and low efficiency

- Projects outside of EDO expertise

7. EDA Budget Update

- Staff provided an update on the budget, including the low TOT fund balance due to COVID.

8. Wayfinding Update



- Jim Coyle motioned to approve up to \$30k for concrete sidewalks bumpouts, hydrovac costs, test pits, and VDOT charges. Seconded by Sandy Kiersz, unanimous approval.

9. EDA Bylaws: What are EDA's authorities and regulations?

- EDA discussed the official Authority's by-laws, including their ability to own but not operate affordable housing.

10. Affordable housing/Virginia Village update

- Deputy City Manager Cindy Mester provided an update on the Virginia Village refinance and new management plan.
- The EDA discussed the need to create a plan for Virginia Village; both the acquisition of adjacent properties and an overall vision for the site.

11. How can EDA create its own revenue? 8:00

- EDA discussed the potential for a fee from the West End project, and will continue to pursue other options for a consistent revenue stream.

12. EDA involvement in West End Project

- City manager Wyatt Shields provided an update on the land transfer for the West End project.

13. ARPA Project Overview/Discussion

- EDO staff provided an update on the ARPA projects, including the upcoming small business grant program. Staff also provided an update on potential marketing ideas for the future ARPA marketing consultants to pursue.

14. Wrap-Up and Next Steps

- **EDO discussed some potential ideas for their 2022 work plan, including:**

Major Projects:

- Heritage tourism/historic commission (marketing)
- Workforce support research/programming
- Encourage public transit (subsidies? Grants?)
- Survey for existing businesses (issues, needs)

Quick wins:



- Promote the value of EDA/EDO programs

Adjournment 9:30